

Host SOFTWAVE Organizing Committee

Supporter

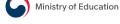






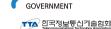
















IITP 정보통신기획평가원







SEOUL METROPOLITAN





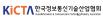














Korea Software Exhibition, Softwave 2023

Soft Wave is Korea's representative software-ICT business fair.

Since it was held first time in 2016, it has established itself as the largest SW business exhibition in Korea both in name and reality based on the full support and participation of the SW industry, sponsorship from related ministries. and customer interest and participation.

In 2023, when digital transformation spreads in all directions, Softwave will be at the center of the Web 3.0 hyper-connect revolution.

All factors of industrial economic change are heading in one direction: digital transformation through intelligence, unmanned, automated, and efficient. Digital conversion is currently in progress. We invite companies to lead innovative growth in the wave of great change.

Exhibition Overview

Exhibition Title The 8th Korea Software Exhibition, Softwave 2023 10am - 5pm. 29th Nov. (Wed.) ~ 1st Dec. (Fri.), 2023 Fair Date:

COEX Hall A (Samsungdong, Seoul) Venue. Hosted by: Softwave Organizing Committee

Scale: 550 booths from 300 companies, 25,000 visitors

Sponsored by:



The Cradle of Innovative Technology to Change the Future

New technologies that will change the paradigm, expanded and evolved services, and products with efficiency and competitiveness... Softwave is a business market where SW products that can create synergy by converging with various technologies and industries meet with customers.

Composition of exhibition hall and exhibition items





2022 Major Participants

Representative SW companies from home and abroad are participating in Softwave.

(A total of 301 companies participated in 2022)





70% of visitors are buyers & customers, proven business market

Softwave is a B2B exhibition specializing in SW where you can meet new customers.

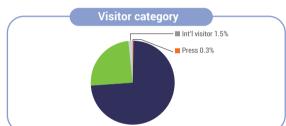
It is a proven market where various industry workers from the public and private sectors visit to explore product/ service transactions and seek SW convergence business opportunities.

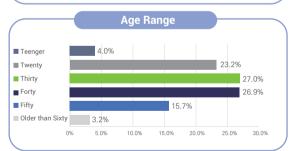


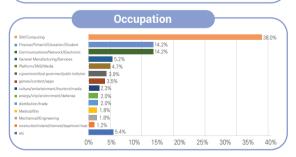
- Responsible for procurement/purchase of government and local government
- Public institutions: Army, Navy, Air Force, Schools, Police, Public Corporation/Promotion Service
- · Corporate CIO, CTO, CSO, and IT/SW
- In charge of computerization/marketing of large companies and group affiliates
- a hospital/clerk, health center, medical/healthcare institution
- Manufacturing SW: automobile/electronics/shipbuilding/machine/others
- · SW sales/distributors, marketing agencies
- · SW convergence fields: game, media, finance, communication, service app
- · Entrepreneur, VC, and other investment institution reviewer
- · Smart city, energy, general manager, and other industry stakeholders

Softwave 2022 Visitors Analysis













Incidental events to improve networking and marketing efficiency

To maximize the effect of participating companies' participation in the exhibition, Softwave organizes a variety of business support side events.

Through this, it promotes interaction with potential customers and business opportunities.



Softwave Summit

Software Global Technology/Market/Business Trend Outlook International Conference

Overseas Buyers Business Meeting

One-on-one export consultation meeting between carefully invited overseas buyers and participating companies (free participation) [22-year performance] 132 meetings for \$46.54 million consultation (77 cases for \$12.45 million contract)

Domestic Buyer VIP Group Tour

Invitation of purchasing decision makers, such as government/local/county/school/business, etc.

Group organization by industry and operation at all times according to visit schedule during the event.

Exhibitors C-Level Inner Circle Meet-Up

Seek opportunities for business collaboration among participating companies and provide opportunities for network formation Participating companies' C-level limited invitations, breakfast/special lectures/exhibition tours, etc. (participation free)

Softwave Awards

Best Enterprise Award Selected by Exhibition Visitors Mobile voting to select and award

Software Technology Award

Award Ceremony to expand the bottom of the software industry and promote self-esteem of SW people

Minister of Science and ICT Award, Korea Software Industry Association President Award, Electronic Newspaper President Award, etc.

3D ADVERTISEMENTS, EVENT BRANDING, AND PROMOTION OF PARTICIPATING COMPANIES.

We conduct aggressive promotions so that many customers can visit the Softwave exhibition hall.

Intensive advertising to target customer groups to promote business, and to attract wide interest We are actively supporting the promotion of participating companies as well as self-notification of the event, including media reports.

Media advertising

Naver display ads
Google GDN ads
YouTube instream ads
SKT text message
ads(200,000 cases)
Facebook banner ads
TV ads
electronic newspaper
on/offline ads

Target PR

E-mail newsletter(eDM)

- Eletronic News
- Korea Software Industry Association
- K-ICT Born2Global
- K-ICT Startup Mentoring Centre
- Korea Commercial Software Association
- The Federation of Korean Information Industries
- Korean Association for Intellectual Property
- Korea Information & Communication Technology Industry Association
- Korea Internet & Security Agency etc

Press report

Operating PR agency

- TV news
- daily newspapers
- economic journals/magazines
- internet media

supporting electronic newspapers PR

- Articles of participating companies

Naver display ads

SKT text message ads

E-mail newsletter(eDM)

Press report









Promotional videos (TV CF, YouTube, ads)



outdoor electronic board ads



Participate in Softwave 2023, Meet new customers and business opportunities.



■ How to Apply

- How to apply: submit an application for participation through e-mail(PDF of application with seal)
- Check separate attachments to the application form
- submission: eden@ipr.co.kr
- Application deadline: October 27, 2023 (Fri)

■ Exhibition Fee Guide

⟨VAT included⟩

	Standard Booth	Space Only
Exhibition fee per booth(9 m²)	USD 3,500	USD 3,000

- Standard Booth (9 m², 3m x 3m): booth constructed and provided by the host organization collectively
- Offerings: Trade sign/wall, lighting, floor pytex, 1 information desk and 2 chair each, electric 1KW (2 outlet)
- Space Only (9 m² / min. 36 m²): Organizers can apply from more than 4 booths only.
- Exhibitors construct all facilities and materials at their own cost (construction can only be carried out by COEX registered device agencies)

■Payment

- 1. Please e-mail the application form to the organizing office.
- 2. Upon receiving the application form, the organizing office will issue an invoice for the exhibition fee.
- Your application may be cancelled if the organizing office did not receive your deposit fee by the due date.

■ Contact

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SoftWave Organizing Committee

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